

AUG 19 2009

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-57 (GP-151-00-US)**

Appl. No.: **10/674,888**

Confirmation No.: **9229**

Applicant: **Jeremy BEM**

Filed: **September 30, 2003**

Title: **INCREASING A NUMBER OF RELEVANT ADVERTISEMENTS USING A  
RELAXED MATCH**

TC/A.U.: **1796**

Examiner: **Tri V. Nguyen**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the final Office Action mailed on March 19, 2009 (Paper No. 20090315), which set a period for response to expire on June 19, 2009, that period being extended two (2) months to expire on August 19, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 16 of this paper.